



Intel® Centrino® Duo Mobile Technology

Trademark and Logo Usage Guidelines



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Introduction

Overview

Intel® Centrino® Duo mobile technology represents premium Intel technology designed from the ground up to deliver an optimal mobile computing experience, including performance and quick responsiveness for multitasking, battery life, small and innovative form factors, and wireless connectivity. For people who run multiple applications simultaneously, the Intel® Core™2 Duo processor offers responsiveness and performance so that PC users can get the most productivity and enjoyment from their computer. Additionally, its power efficient design enables a wide variety of platforms and form factors from laptops to Entertainment PCs in desktop tower and consumer electronics-like designs.

Branding

The Intel Centrino Duo brand represents the freedom and flexibility inherent in mobile computing. The brand logo clearly emphasizes the “Centrino” name in the logo for maximum recognition and includes a “Duo” designation to help customers identify the specific version. The brand elements work in concert with the Intel brand to help simplify the purchase process and clearly articulate the product offering.

Target Audience

The target audience for this brand is the laptop buyer who values the mobile lifestyle so that one can have the freedom and flexibility to live, work, or play on the go.

Strategic Design

Intel® Logo

The refreshed masterbrand logo signals a next generation era for Intel. This is achieved through a dynamic, modernized logo that also leveraging the equities of the Intel Inside “swirl” and the heritage Intel Blue color. The result is a modern, forward- moving landmark that clearly represents the driven, catalytic and fascinating attributes of the company.

Centrino® Duo Name

In an effort to closely link the Centrino® Duo brand platform with the Intel masterbrand, a tiered approach was used to form the logo. This with the Centrino name set in Pantone® 221 creates a read through from the masterbrand to the platform.



Badge Shape

A distinctive shape has been developed for Intel platform and processor badges. It follows the trajectory of the masterbrand logo and affords a humanistic, ownable silhouette to the Intel brand amongst its competitors.

White Background

A clean white background has been established behind the platform logos providing for a clear read-through from the masterbrand to the platform. It visually demonstrates the clarity and precision inherent within Intel.

Color Palette

The Intel® logo is the dominant brand, supported by the Intel® Centrino® brand platform. Pantone* 221 is a color specific to the Intel Centrino brand distinguishing it from the other brands in Intel's processor hierarchy. Within the platform brand, Intel Blue is used to reinforce the connection to the master brand.

Use these colors as indicated to consistently and powerfully express the brand's identity.

Intel Blue represents the inherent intelligence, precision, and technological leadership consistent with the Intel brand personality.

CMYK = 100, 40, 0, 0

RGB = 8, 96, 168



A white background has been established to provide for a clean read-through from the masterbrand to the platform.

The cranberry color is unique to the Centrino brand and effectively differentiates the Intel Centrino brand.

CMYK = 0, 100, 25, 31

RGB = 170, 1, 76

- To achieve consistent Intel Blue in print, please refer to the Intel Blue color swatches.
- * Other names and brands may be claimed as the property of others.

Sizing

To maintain the legibility of the Intel® Centrino® Duo brand identity, minimum size requirements have been set for logo reproduction in various applications.



.75"
wide for print

Print Minimum Size

For most print applications, the minimum size is .75 wide.



62 pixels
wide for online

Online Minimum Size

A 62-pixel wide version is available for use in online applications.

Backgrounds

Whenever possible, place the Intel® Centrino® Duo logo on a clean, clear, solid background. Note, when the logo is used on a colored photographic or patterned background, there must be significant contrast.



Place the logo on a white or a solid background of good contrast whenever possible.



Place the logo on a patterned background only when there is significant contrast.

Clear Space

To reinforce communication goals and maintain the strength of the Intel Centrino Duo logo identity, set the logo apart from surrounding design elements by maintaining a constant clear space around it. In all applications of the Intel Centrino logo, the clear space surrounding the logo is equal to the height of one "n" in "Intel."



The area surrounding the Intel Centrino Duo logo should be even and free from typography, illustration, or other graphic elements whenever possible.

Incorrect Usage

The following are examples of incorrect expressions of the Intel® Centrino® Duo logo. Do not use these or other treatments that weaken the consistency of the brand identity.

Do not redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



Reproduction Specifications

Intel® Centrino® Duo logo print files have been created in vector format using Adobe Illustrator® 8. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software. In order to maintain a consistent impression of the logo, certain aspects of it have been optimized at each size.

- Scale each logo file up to the next largest size only.
- For logos needing to be larger than 7.5" wide, use the 7.5" wide version and scale up. When the logo is scaled to a very large size, manipulation may be required so that the trademark symbol does not appear disproportionately large.

* Other names and brands may be claimed as the property of others.

Artwork Formats

Print: Process Color

Format: EPS

Colors: C, M, Y, K

Available sizes: 7.5", 1.25", .75" widths

Web/Rich Media: RGB

Format 1: SWF

Colors: R, G, B

Available size: 60 pixels height

Print: Grayscale

Format: EPS

Colors: K

Available sizes: 7.5", 1.25", .75" widths

Format 2: EPS

Colors: R, G, B

Available size: 1" height

Print: Spot Color

Format: EPS

Colors: Intel Blue, PMS 279, K

Available sizes: 7.5", 1.25", .75" widths

Presentation: RGB

Format: PNG

Colors: R, G, B

Available sizes: 1670, 62 pixels width

Print: Process with Spot Color

Format: EPS

Colors: Intel Blue, C, M, Y, K

Available sizes: 1.25", .75" widths

Merchandise: Spot Color

Format: EPS

Colors: Intel Blue, PMS 279, K

Available size: 1.25" width

Trademark Usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo appears, the following footnote must also appear:

Intel, the Intel logo and Centrino are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

Proper trademark usage rules include:

- As with all other trademarks, the Intel® Centrino® Duo trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the Intel® Centrino® Duo trademark (e.g., Intel® Centrino® Duo mobile technology). The approved nouns for the Intel® Centrino® Duo trademark are: brand, logo, mark, mobile technology, name and trademark.
- The appropriate use of trademark symbols with this trademark is as follows: Intel® Centrino® Duo mobile technology. No trademark symbols (such as, ®, ™ or SM) should be used with Duo.
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use, and first appearance in the body of text.
- Always capitalize the word Duo. Do not make the word all caps (ie. DUO is incorrect)
- Include Intel® before the Centrino® trademark (e.g., Intel® Centrino® Duo mobile technology).
- Never hyphenate or abbreviate Intel® Centrino® Duo mobile technology.
- Never incorporate the Intel® Centrino® Duo mobile technology or any part of the name into a third party's company name, product brand name, or model number.

Trademark Usage

Examples of Intel® Centrino® Duo Mobile Technology Use:

CORRECT USAGE	INCORRECT USAGE
Intel® Centrino® Duo mobile technology	Centrino® Mobile Technology Duo
Intel® Centrino® Duo mobile technology	Centrino® with Duo
Intel® Centrino® Duo mobile technology	Centrino® with Duo processor
ABC system with Intel® Centrino® Duo mobile technology	ABC Centrino®-based Duo system
Intel® Centrino® Duo mobile technology	Duo-based Centrino®

Thank You

Proper and consistent use of the Intel® Centrino® Duo logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

For further information, contact: Corporate Brand Identity.

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